

J. W. C. I. Band at 9  
Organ at 11, 11.55 and 1.50  
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair

# Selling Begins Monday of the Rare and Unique Furniture Reproductions

## The Schuylkill River Begins Very Small Up Near Broad Mountain

and widens as it runs toward the Delaware Bay, where the Delaware and the Schuylkill broaden and deepen and empty into the Atlantic Ocean.

Beginnings are often small and the progress slow, but the one who studies and strives, who never leaves off his efforts, is sure to be an overcomer.

Give him time and encouragement and he will get there.

It is a well-known fact that a piece of machinery wastes faster standing still than when it is rightly worked. The earth is not the Creator's showroom, it is His workshop.

This big Store was at one time very small, but our greatest desire now is to have back our trained people who were carried off by the war emergencies.

(Signed) *John Wanamaker*

Oct. 18, 1919.

## Fur Coats of Near-Seal (Seal-Dyed Coney)

Women who do not care to put the money into Hudson seal (seal-dyed muskrat) or other finer furs are finding these coats of near-seal (seal-dyed coney) extremely satisfactory. They are of good color, are thick and "well-furred" and as beautifully cut as the finest coats in the Salon.

And you can get a 30-inch model with a ripple back and shawl collar for \$200; a finer one of the same character for \$275, or a still better sort with gray squirrel collar and cuffs for \$385.

Marmot-dyed brown—is a hardy fur which serves excellently for all-around use.

A 30-inch model is \$115, and a 40-inch, \$185.

(Second Floor, Chestnut)

## More Winter Coats Arrive With Long Pointed Fur Collars

They are made of the warmest and softest bolivias and evora cloths and the fur collars, all of which reach to the waist line in front, are of Hudson seal (dye muskrat) or maison wolf.

Four models in these coats have arrived—all unusually pretty and all with fancy silk linings. There are such fashionable shades to choose from as reindeer, fawn, tobacco brown, dark brown, pink and dragon fly blue, mole and black.

They are priced \$145, \$185, \$200 and \$225.

(First Floor, Central)

## This Is the Situation Regarding White Jersey Silk

For many years our customers have been buying this silk here at \$3 a yard. Because it wears and washes so well it is a most popular silk for men's shirts, women's dresses, skirts, linings and blouses.

Now the manufacturer tells us the wholesale cost has risen to \$3 a yard and he has less than half a dozen pieces to give us and there is no prospect of any in the future.

We have decided not to take these pieces at an increased price, but to sell what we have on hand, which is a considerable amount, at \$3 a yard.

(First Floor, Chestnut)

## Tailored Waists of Silk

Striped chiefly, in deep colors—browns, greens, reds, blues. Taffeta waists are \$6.85 to \$8.75; messaline waists, \$10.75. Plaid taffetas are \$15.75. Crepe de chine waists in plain colors—brown with tan and navy with tan, \$18.75.

(Third Floor, Central)

## Lovely Negligees and Sacques

are to be found these days in the French Room. Negligees start with the cozy, warm French flannels at \$18.75 and the corduroys at \$14.50 upward. The colors are enchanting roses and blues chiefly. Then come the breakfast coats of radium taffeta with their piquant quiltings and fruit decorations, priced at \$18.75 and \$32.50; and the Japanese silk crepe kimonos, embroidered richly or simply. These are \$16.50 to \$85—the last having crests only.

Dressing sacques are of China silk in delicate colors and grays, or little embroidered ones of Georgette crepe and satin and wadded satin, and sell at \$10.75 to \$35.

(Third Floor, Chestnut)

## Women's Dress Boots Fine in Fashion

High lace shoes with high Louis heels and beautiful lines. Wonderfully graceful and dainty.

In black satin, with turned soles, \$15 a pair. In black or gray buckskin, with welted soles, \$17 a pair.

(First Floor, Market)

## A Certain Velutina Resembles Velvet Very Closely

And it has so many other good points that it is a great favorite for handsome suits, wraps, gowns and skirts. It is English-made and a very lovely quality. Also it comes in the chiffon weight that is so graceful when draped. There are as many as eleven colors, including black, and they are all the best Winter shades. 34 inches wide and \$5 a yard.

(First Floor, Chestnut)

## Women's Tape Border Handkerchiefs—\$4 a Dozen

Or 35c a piece, if you wish to buy them singly. Of snowy Irish linen, with tiny hems and fine tape above them.

50c a piece for women's colored handkerchiefs—fine white linen, with woven borders in pretty colors above their tiny roll hems.

(West Aisle)

## Rich Duvetyne Gowns at \$150 to \$300

"Rich" isn't a good enough adjective for them—they are artistic in every detail and a positive delight in color; their old blues and exquisite browns—like deerskins and faded Autumn leaves—their dull red and greens, are in perfect harmony with the coming Winter. Some of the gowns show interesting combinations of color—one dark blue embroidered gown has a green-gold vest and a black satin petticoat; a very simply cut gown of dull blue has embroidery of tiny cherry-colored beads; a coat dress of flame color



has a dark fur collar, a dahlia-colored one is dula with beaver trimmings. No two are alike. Prices \$150 to \$300.

(First Floor, Central)

## Bracelets and Short Sleeves Are Firm Friends

So with short sleeves in vogue it is not surprising that there is a most delightful collection of 14 kt. gold bracelets now in the Jewelry Store and that they are in the prettiest imaginable designs.

In bangle bracelets one may have either yellow or green gold; most women prefer the latter. Some are plain, but mostly they are hand-engraved or openwork effects and many are set with precious or semi-precious stones. Prices \$11 to \$84.

14 kt. green gold flexible bracelets, set with amethysts, topaz or tourmaline, \$40.

(Jewelry Store, Chestnut and Thirteenth)

## There Never Was Such a Vogue for Slipper Buckles

Seems as if every woman who buys a pair of pumps gets a pair of buckles for them.

Unusual demand begets unusual supply, and we have a large and interesting lot of buckles here. Chiefly of rhinestones, jet and cut steel, or of combinations of these, though there are also some novelties.

Prices \$1 to \$44 a pair.

(First Floor, Market)

## Good News of New Gloves for Women

Not only are they wanted for wear at once, but they are gloves of fine quality, neat and carefully made—and kinds not easy to get.

\$2.75 a pair for washable capskin gloves, with 1 clasp and out-seam sewn in beaver, pearl white, light and dark gray.

\$3 a pair for washable capskin in tan, brown and dark gray, with 1 clasp and combination embroidery.

(Main Floor, Central)

## "Tailored" Styles in Envelope Pocketbooks

The word "tailored" is suggested by the trim and beautiful finish of these flat books. They are made of dull black long grain leather and ribbed auto leather, and are in various shapes, long and narrow or rather square.

Some have ornamental clasps; some have inner compartments; some have top and others back handles. All are moire silk lined. Prices \$3.50, \$4, \$4.50 and \$5.

(Main Floor, Chestnut)

## L. R. Corsets

designed for large women are the following—

A heavy coutil strongly boned over the hips, with inch-wide elastic band inserts in the back, broad abdominal clasp, medium bust and long skirt, \$5.

Another for short full figures. It has low bust, moderately long skirt, heavy boning and broad clasp. This also is \$5.

Model of pink or white broche reinforced over the abdomen and having a broad clasp, low bust, long skirt and heavy boning, \$5.50.

The "Housekeeper's Comfort" model for tall women has a medium bust and broad clasp, is long over the hips and heavily boned, \$6.50.

Pink or white coutil model with very low bust, elastic gorges in the skirt and long hips. This is \$4.50.

(Third Floor, Chestnut)

## Time to Order Christmas Cards Engraved

The cards themselves are here—with their pretty decorations and cheery Christmas greetings.

They are all hand engraved and some are hand colored. A large number are our own exclusive designs, 50c to \$18 a dozen.

(Jewelry Store, Chestnut and Thirteenth)

## "Arabe"

is a most delicious scent from our own Queen Mary Laboratories. It is one of those pleasant bouquet scents—the compounded sweetness of many blossoms.

Arabe extract, 50c and \$1 a bottle.

Toilet water, \$1. Face powder, in three colors, 50c. Sachet, 50c.

(Main Floor, Chestnut)

## A "Bread-and-Butter" Sale of Hosiery and Underwear

It is the good, medium-priced stocks that are the backbone of any business—the kind of merchandise wanted by nine people out of ten.

Such goods are known as "bread-and-butter" stocks among merchants, and it is such goods that this Hosiery and Underwear Store has placed on sale now at prices that are for the most part lower than the mills are asking for the same grades of goods today.

Such things as women's silk stockings at \$1 a pair.

Or men's merino half hose at 25c a pair.

Or men's second-grade merino underwear at about half the price of first grade.

All goods that are in great demand right now, with Winter coming on.

### Women's Stockings

30c for black, white and colored mercerized "seconds."

75c for black full-fashioned cashmere.

\$1 for black and white silk with cotton tops.

\$1.25 for black full-fashioned silk "seconds."

\$1.50 for black, ingrain thread silk.

\$2.75 for black open-worked gile silk, "seconds."

### Men's Half Hose

25c for black mercerized cotton "seconds."

25c for natural merino.

50c for heavy gray merino.

### Children's Stockings

25c for white and dark tan ribbed cotton "seconds."

30c for black ribbed cotton.

40c for infants' white wool "seconds."

50c for infants' white silk and wool "seconds."

(West Aisle)

### Women's Underwear

25c for white ribbed cotton vests and bodices, regular and extra sizes, "seconds."

50c for white ribbed lisle vests and bodices, regular sizes; 60c for extra sizes.

65c for white ribbed lisle combination suits, "seconds."

### Men's Underwear

\$1.35 a garment for lightweight gray merino shirts and drawers, "seconds."

\$1.75 a garment for medium weight merino shirts and drawers.

### Children's Underwear

85c for girls' white ribbed cotton combination suits.

(West Aisle)

## Soft Quilted Baby Buntings From the Land of Cherry Blossoms

Any baby would enjoy being wrapped in these soft, dainty Baby Buntings—those hooded blankets which mothers like so well to protect their children from draughts and cold.

These are of pink or blue silk, quilted, and are \$6 and \$8.50 each.

White eiderdown with pink or blue trimmings, \$7. Of blanket materials, \$3.

(Third Floor, Chestnut)

## Nightgowns in Large Sizes

Sturdy cambrics with tucked yokes closed or having V-openings; embroidery edges and insertions for trimming. Prices are \$2.50 and \$2.85.

Also large sizes with low necks, \$1.85.

(Third Floor, Central)

## Children's Umbrellas at \$1.50

It is not often that any umbrellas can be had at this price, and we wish we had a thousand instead of three hundred of these.

They have strong paragon frames and strong black cotton covers, and plain and carved mission handles. Sizes are 18, 20, 22 and 24 inches. Price \$1.50 each.

(Main Floor, Market)

## "All the Comforts of Home" Are Little Without Blankets and Quilts

and plenty of them. We have the largest stock of these goods that we can remember.

They are of reliable quality, otherwise they would not be here. They are as low in price as they can be, taking all things into consideration. We have the lowest-priced blankets that are economical and the highest-priced that are good for practical service. We have abundance of good kinds in between.

The same is true as regards quilts—i' anything, it is true in a greater sense. Nobody needs to be told when to buy these goods now; where to buy them is another question.

For those who want sound quality, full selections and real value, we are ready.

(Sixth Floor, Central)



Pieces are here for halls, libraries, living rooms and bedrooms. The appended list indicates the variety and prices, but only an inspection of the furniture itself can give a proper idea of its uncommon character.

\$61 for a mahogany arm chair of Empire design.

\$72 for a gate-leg table of solid oak, antique finish and Gothic influence.

\$73 for a Chippendale table, 21 inches in diameter, with finely carved edge.

\$73 for a drop-end Chippendale table.

\$108 for a walnut high-back hall chair, finely carved.

\$105 for an easy chair, hair and down filling, mahogany legs.

\$107 for a Chippendale arm chair of mahogany showing Chinese influence.

\$112 for a Queen Anne arm chair of walnut.

\$175 for a chest of drawers of the Colonial type of crotch mahogany and carved posts and feet.

\$203 for a carved oak fireside seat.

\$308 for a William and Mary desk of figured walnut.

\$400 for a seven-foot sideboard of solid oak, antique finish, which has four closets with carved doors.

(Fifth Floor, Chestnut)

## A Notable Fact of the Oriental Rug Event

is that all the rugs comprised in it, from the great sumptuous carpets down to the mats, are selling. That is the surest proof that uniformly the rugs are of a desirable type and that the prices are exceptionally moderate.

Selections of smaller-sized pieces are remarkably good in the face of the continued scarcity of such pieces in the market. These three groups are typical of the values prevailing here.

### Persian Mosul Rugs

3x6 feet to 4.6x8 feet, \$47, \$55 and \$65.

### Chinese Rugs

2x3 feet to 2.5x4.11 feet, \$25 to \$47.

### Daghestan and Shirvan Rugs

4x5 feet to 4x6 feet, \$65 to \$85.

(Seventh Floor, Chestnut)

## Inexpensive Domestic Rugs

They look well and they wear well, and what more do you want of a rug?

### Heavy Fiber Rugs

9x12 ft., \$18.50. 6x9 ft., \$10.50.

8.3x10.6 ft., \$17. 12x12 ft., \$26.50.

7.6x10.6 ft., \$15.75. 12x15 ft., \$30.

9x12 ft. velvet rugs, \$39.50.

9x12 ft. tapestry rugs, \$32.50.

9x12 ft. Axminster rugs, \$48.50.

(Seventh Floor, Chestnut)

## Fresh Air Without Draught Is a Year-Round Necessity

Not only in warm weather but in cold weather you should have at least two windows open. With ventilators in them, so that while fresh air may circulate there will be no draught, no rain, no snow, no dirt.

Scientists estimate that within a half hour one person will pollute the air of a medium-sized room, if there is no circulation.

Bohem pressed steel window ventilators are neat in appearance, light in weight and will not rust.

16 1/2 to 22 in., \$3. 35 to 38 in., \$4.50.

23 1/2 to 26 in., \$3.50. 38 to 44 in., \$4.75.

27 to 31 in., \$3.75. 44 to 53 in., \$6.

29 to 35 in., \$4. 53 to 60 in., \$9.50.

60 to 74 in., \$12.

(Fourth Floor, Central)

## Note This Good Table Linen at \$3.75 a Yard

It is part of an old purchase, otherwise the price would have to be more.

The fabric is a heavy bleached satin-finished damask, 72 inches wide, prettily patterned in rose, stripe, rose and shamrock, chrysanthemum, clover leaf and ribbon designs. Good looking and very dependable for practical service.

(First Floor, Chestnut)